

MISSION

2018 AUSTRALIAN HEALTHCARE BUSINESS PROGRAM IN THE PHILIPPINES

Join the first Philippine - Australia healthcare dedicated program and access key government and industry stakeholders, opportunities and the latest market insights as the country prepares for Universal Healthcare Coverage (UHC) and rising middle class appetite for premium solutions.

ABOUT THIS EVENT

Austrade invites you to join a targeted program developed for Australian healthcare service providers to gain access to key contacts, opportunities and the latest market insights.

Healthcare in the Philippines is experiencing a time of growth, largely driven by the private sector which accounts for 63.9 per cent of the total healthcare expenditure (A\$11.8 billion). Over the next five years, health expenditure is expected to rise by a compound annual growth rate (CAGR) of 9.4 per cent in local currency terms (12 per cent in Australian dollar terms), reaching PHP1,245.2 billion (A\$34.34 billion) by 2022.

Much of this growth is driven by a fast-growing population, increased demand from the rising local middle class and expat community for quality healthcare services, and the local government's push for universal healthcare coverage, including through the use of telemedicine.

In light of these developments, efforts from both local public and private sectors will address the key impediments to healthcare access and reinforce commercial opportunities for healthcare providers, which will significantly contribute to the industry's growth. (Source: BMI – Pharmaceuticals and Healthcare Report – Q2 2018)

Time is ripe to engage in dialogue, introduce your expertise and solutions, form partnerships and pursue collaboration with Philippines stakeholders, including but not limited to:

- major diversified conglomerates
- property developers
- industry associations
- education and training providers
- government agencies in health, education/training and innovation
- venture capitalists.

Important information

Date:

19-20 November 2018

Location:

Makati (metro Manila),
Philippines

Application deadline:

Refer to the [event page](#)

Who should attend?

- Australian exporters in assisted living / aged care
- Digital Health companies
- Health training providers
- Australian Government Bodies and State Health Departments
- Health solutions exporters
- Industry bodies.

Apply now at www.austrade.gov.au/healthcarephils

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WHY YOU SHOULD PARTICIPATE

- Obtain the latest market information through a briefing from Austrade and key government and industry bodies in the Philippines.
- Build your network in the Philippine health care sector and meet potential customers and contacts at networking events, site visits, and tailored one-on-one appointments.
- Access opportunities and pathways into the Philippine market.
- Profile your organisation through pitch presentations and sector-specific discussions on assisted living, digital health, and training.
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in this market.

KEY GROWTH AREAS

- *Assisted living*

The Philippines is now considered one of the world's top retirement destinations by both foreigners and returning Overseas Filipino Workers (OFWs) alike. The 2017 Annual Global Retirement Index, the Philippines was one of the only four Asian countries (including Malaysia, Thailand, and Cambodia) to be included in the list.

While still an emerging sector, assisted living and aged care offer opportunities to get a first mover advantage by working with real estate developers and major conglomerates – key players that are now looking to build and grow the space in the country. Integrated aged care community space is considered as the next growth segment and the local private sector is seeking partners to develop assisted living services for the expat community and premium end of the market. Opportunities exist in partnerships and knowledge transfer in skills development, specialist management and consulting services and facilities design.

- *Digital Health*

With a population of 106 million spread across over 7,000 islands, providing universal access to healthcare services has been a challenge for the Philippines. In February 2018, the Departments of Health and Science and Technology announced the roadmap on maximising information technology for the country's healthcare industry, with a focus on going digital, starting with the medical records, in order to provide better care to patients. The Business Process Outsourcing industry is also moving into this space to handle patient records, remote medical assessments, etc.

Opportunities lie for Australian organisations in developing standards, and Smart Healthcare technology and applications for the medical workforce and the community, especially in areas such as lifestyle diseases, ageing, electronic records and telemedicine.

- *Health training*

According to World Education News and Reviews, nurses and other health professionals provide vital in-high-demand services in virtually all societies and are among the groups of workers likely to continue to migrate internationally in high numbers¹. The Philippines produces one of the largest numbers of health sector workers and is a major exporter of health workers worldwide. The Philippine Professional regulations Commission licenses approximately 2,600 physicians, 6,700 nurses, 3,900 midwives and 1,400 medical technologists every year.

¹ Mobile Nurses: Trends in International Labour Migration in the Nursing Field, WENR 2018

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Opportunities continue to exist in Vocational education and training in health geared for upskilling of locally trained health care workers to address local and international demands for health professionals, especially in sub-specialisations such as active senior living.

MISSION PROGRAM

The program has been designed to maximise your visit.

Date	Details
Monday 19 November	<ul style="list-style-type: none">• Welcome remarks• Overview of Australian healthcare• Overview of the Philippines Healthcare System and opportunities for growth and partnerships:<ul style="list-style-type: none">- Philippine healthcare reforms- Assisted living- Digital health- Health training• The role of private sector in Philippine healthcare: demand and trends (panel discussion)• Networking lunch• Doing Business in the Philippines: accessing opportunities and pathways into the Philippine market• Sector-specific discussion and pitch presentations:<ul style="list-style-type: none">- Stream A: Australian Aged Care Capabilities- Stream B: Digital Health• Stream C: Health training (optional tailored appointments)
Tuesday 20 November	<ul style="list-style-type: none">• Stream A: Australian Aged Care Capabilities<ul style="list-style-type: none">- Site visits- Tailored appointments• Stream B: Digital Health<ul style="list-style-type: none">- Tailored appointments• Stream C: Health training<ul style="list-style-type: none">- Attendance in the whole day event, Australian VET Partnership Mission 2018• Joint Networking Reception

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PARTICIPATION OPTIONS

The total cost per delegate includes direct costs and an Austrade service fee.

	Package inclusions	Total cost
Day 1: Forum and roundtable discussions and Day 2: Tailored appointments and site visits	This package includes the following services and inclusions: <ul style="list-style-type: none">• venue hire, catering and logistics costs• printing of mission booklet• contribution for joint networking reception• transportation costs• mission program coordination and assistance with logistics• preparation and delivery of in-market sector briefing• preparation of mission booklet to promote participants' capabilities• organisation and promotion of event• setting up two (2) one-on-one appointments.	A\$1,650
Each additional colleague from the same organisation	-	A\$275

PAY STRUCTURE:

FULL PAYMENT: Payment of the full amount must be paid by the date specified in the invoice.

- Please refer to the event [Terms & Conditions](#) for further detail. Non-payment of the deposit or full payment by the applied deadline will result in the forfeit of your reserved place on the event.
- In reference to the event Terms & Conditions the Withdrawal Period is 30 days.
- Additional terms and conditions may also apply. Please refer to the event Terms & Conditions.
- You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au.

[CLICK HERE TO REGISTER](#)

Register your interest in attending this mission on the Austrade website (click link above). As places are strictly limited, all registrations will be reviewed by our country and industry specialists for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity.

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IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY CONTACTS

To discuss your participation options further, please contact:

Philippines

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OTHER EVENTS OF INTEREST

This program will run alongside the [2018 Philippines - Australia Borderless Skills Partnership Mission](#), which aims to provide participating Australian vocational and training providers in-depth knowledge on the transnational / borderless education landscape in the Philippines and access to opportunities through business matching with local providers and industry organisations in delivering targeted education and training, meeting local demand and curriculum gaps. Key Philippine education stakeholders from government, local education providers and industry will share market insights, trends, and explore potential for collaboration and training delivery.